



# FAPIA Newsletter

New look  
Newsletter

## In this issue

- From the Executive Director
- Personal Profile
- FAPIA Ad Exchange to get new life
- Committee Brief
- Who's visiting FAPIA?
- Online Personals Site charges users
- Dailies pursue sex ads
- Editor's Note
- Let's meet in Moscow
- Headlines
- New Face at Head Office
- Member News
- Industry Events
- Revenues up 9% after sales bike race
- Personal Column

## OFFER YOUR READERS VALUE ONLINE

Did you know you can publish FAPIA ads that you receive and a FAPIA international coupon on your paper's website, at no extra cost?

Send Head Office notification that you wish to publish your international ads and a coupon on your website, and we will inform the membership accordingly.

Email: [info@fapia.nl](mailto:info@fapia.nl)

## Register Online for the Moscow General Meeting...

...and save time & paperwork!

- Early Bird Registration:  
□ 150 by 11 October
- Standard Registration:  
□ 180 by 8 November
- Late Registration:  
□ 215 after 8 November

[www.fapia.com](http://www.fapia.com)



## "The basics remain the same"

From the Executive Director

I'm delighted to be returning to my roots in classified advertising in my new position as FAPIA Executive Director. Ten years ago I started at Farmers Weekly where I sold advertising to pig farmers – for a city girl, this was quite an eye-opener!

The world has changed a lot since then but the basics remain the same: listen to your customers, provide the right product at the right price, keep it simple and you will have a successful business. FAPIA is no different and I look forward to working with the team at Head Office and the membership to deliver improved

benefits from a strong association that will help you do better business.

On that note, I am sorry to announce that Maria Kilgour will be leaving us to relocate to New Zealand in December – on behalf of the Committee, I would like to thank her for all her hard work over the last four years. You will have the chance to say goodbye to her in person at the November General Meeting and I hope to appoint her replacement very shortly.

I look forward to meeting you all in Moscow – don't forget you can now register online at [www.fapia.com](http://www.fapia.com)!

**Lucie Hime**  
FAPIA Executive Director

## PERSONAL PROFILE

□ British-born Lucie Hime has considerable international commercial, sales and project management experience in print, online B2B media and database-driven websites, and event marketing.

She started her career at Reed Business Information in the UK working on a number of publications in a variety of sales and marketing roles, and then moved to the New Media sector of Elsevier Business Information in Belgium. Two years later, Lucie took up the position of Director Sales & Marketing for Amsterdam-based Internet research company Van Dusseldorp & Partners before joining FAPIA. Lucie resides in Amsterdam and thoroughly

enjoys the 10 min bike ride to FAPIA's office. Off the FAPIA record, she is also a qualified scuba diver and recently learned how to sail!!!



Four on the floor (from L to R): Maria Kilgour, Lynn Cullimore, Lucie Hime and Desi Boyd.

## FAPIA AD EXCHANGE TO GET NEW LIFE

**We all know that the field for printed international ads is shrinking, but there are still a significant number of members who are making money from the ad exchange.**

The introduction of the paid-to-print charge in 2001 helped to cut out many of the worthless repeats and filler ads which were clogging the system, so we are now down to the ads which are truly worth money to both sender and receiver. But we need to stimulate the use of the ad exchange to ensure that costs per user remain low without compromising on the quality of the service we offer to advertisers.

The Committee and Head Office are working on a number of analyses and new ideas to help inject new life into the ad exchange. FAPCOM still works well at what it does, but we are looking to include some new features and improve existing ones.

□ We want to help members exchange photo ads and display ads with greater ease. This will make the ad exchange more attractive to

members, particularly those with niche publications.

□ We intend to review the classifications system, which was last overhauled in 1998. Progress is under way to get a detailed specification of what is required to make these changes.

We are also conducting a thorough review of the proof of publication system, since this is a major area of complaint for many members. We intend to present to members in Moscow the results of the review and an action plan to improve the system. This will almost certainly involve a move to a faster way of exchanging proofs of publication, probably using scanned images of ads. It may also be necessary to introduce a charge for a POP request, to compensate the receiving paper for their time and effort in sending POPs.

Your opinion counts – make your views known on this and any other topics relating to FAPIA on the FAPIA forum, part of the FAPIA website [www.fapia.com](http://www.fapia.com).



## COMMITTEE BRIEF

### Resources

One of the Committee's prime 2002 objectives has been achieved with the recruitment of Lucie



Hime as the new Executive Director.

This brings Head Office staffing levels back to 3.2 full-time employees and will enable a new focus to be brought to bear on projects that had been postponed due to lack of resources. Lucie and the Chairman will drive the recruitment process to replace Manager Events & Communication, Maria Kilgour.

### Strategy

Lucie will build on and develop further the work already done by Stefan Anderson and the Committee on the broad strategy for FAPIA so that there is a clear vision for 2003.

### Benchmarking

The Committee will consider a Head Office plan for benchmarking the benefits and services offered by FAPIA against other trade associations with a view to developing the best of breed in both internal and external activities. This is part of the overall review of Head Office activities that has been undertaken with the support of the Committee. This will enable FAPIA to deliver ever-improved services to members and will be an ongoing exercise, preceding the benchmarking survey of members which is planned for 2003.

### POP system

The Committee is evaluating the possibility of a Pay-to-POP programme to encourage correct fulfillment amongst users of the Ad Exchange.

## Who's visiting www.fapia.com?

The FAPIA website, re-launched in May this year, has been attracting a growing global audience. Here are some key statistics from the three months (Jun-Aug) following the re-launch. The only comparable data available from last year is 'hits per month'. Our new website report provides us with more useful and specific information than previously.

Average hits per month **506578** compared to **20297** for same period in 2001

- Average visits per month: 8301
- Average unique visitors per month: 5189
- Most popular page: Member List of papers
- Visitors: 86% visit just once; 7% visit twice
- Most active day: Tuesday
- Top 5 active countries: USA; Belgium; Germany; Estonia; The Netherlands.

Phase Two developments of the website are being worked on by Head Office in conjunction with *Koopjeskrant*, Belgium. These will be executed in stages over the coming months. If you have suggestions on how we can further improve the website, contact [info@fapia.nl](mailto:info@fapia.nl).

## Online Personals site charges users

More singles are turning to Websites to find mates. Close to 34 million people visit personals Websites, according to Jupiter Research, an Internet market-research firm. Interest has increased even in the past year: The average user now spends 13 hours a month on the sites, up from nine almost a year ago, Jupiter says.

Leading online personals company, Match.com, has recently started a \$25-a-month subscription service. Ads are posted free of charge, but to contact another person on the

site, you must pay the monthly subscription charge. In return for the fee, you can tap into an estimated 3.25 million profiles and a highly active subscriber base, and access Match.com's unique "Venus" option, which serves up a ready-made list of possible matches based on answers to detailed questions. Every week, a new list of potential partners is sent to the subscriber. And unlike other personals sites which require you to log-on to their URL to access responses, Match.com sends responses directly to the subscriber's email address. Check out [www.match.com](http://www.match.com).

Ref.: *New York Times*

## Dailies pursue sex ads

An increasing number of daily newspapers are now coyly succumbing to the many attractions of sex ads. Some daily newspapers are including ads offering phone numbers and come-ons for "local girls" while others are beginning to accept ads in the much more controversial "escort" category.

A few other dailies are explicitly going after adult ads – though they maintain strict standards on language and images.

As publishers of classified-only papers know, sex ads occupy the priciest real estate in the paper. However, it appears daily papers that take adult advertising rarely charge anything more than the normal classified or display rate, nor do they ask for premiums. But dailies are beginning to realise that without adult advertising, they probably wouldn't be publishing. One paper in the U.S., the San Diego Reader which does not publish sex ads, estimates that they are losing \$1 million in revenue annually as a result.

So if dailies start making real money from adult advertising, they may find it difficult to draw a line on how far they go. Is it time for our own classified-only publishers to get concerned about this new entry to the market?

Ref: *Editor & Publisher Online*, Sept 2002

## Editors note

### Moscow my last!

The end of September signals the start of a busy season for most, so I'll try to keep this short.

**MOSCOW:** If you plan to attend the Moscow General Meeting and haven't registered, I urge you to do so as soon as possible. There are three convenient and easy ways to do this: online registration via the FAPIA website; fax; or mail. You can find all last minute information about requirements for Moscow in this Newsletter as well as on the FAPIA website.

**NEW STAFF:** There have been a number of staff changes at Head Office recently, so you will be forgiven if it's getting confusing. We now have a full team on board including our new Administrator Desi Boyd, and more recently, the long-awaited appointment of an Executive Director, fulfilled by Lucie Hime.

**FAREWELL:** Unfortunately this signals my departure from FAPIA as Lucie announced in her introduction (pg 1). After four years with the association, I am relocating back to NZ with my fast expanding family (baby #2 on its way!). This has been a long-term plan which was delayed until the appointment of an Executive Director. To minimise disruption to the association and members, I will attend Moscow to complete the handover as I leave for NZ two weeks later.

FAPIA is a unique association and one I was extremely proud to be a part of. Thank you to everyone for helping to make my time so worthwhile - I certainly hope I gave something worthwhile back to members too!

Maria Kilgour, Editor

Advertisement

Куй железо,  
пока горячо\*

**AVUS 21®**

The leading software for  
classified markets.

\*Translation and more information on  
AVUS 21 at the 34<sup>th</sup> GM in Moscow.  
See you there!

[www.isv-gmbh.de](http://www.isv-gmbh.de)

**ISV**

Best Coupon  
Competition 2002

Deadline 25 October 2002

Email: [info@fapia.nl](mailto:info@fapia.nl)

Fax: +31-20-6382371



## LET'S MEET IN MOSCOW

It's less than two months to the 34th FAPIA General Meeting in Moscow, Russia. You can expect a number of changes to the programme and services being offered as we continuously develop ways to extend and improve benefits to those participating members.

If you are attending the FAPIA General Meeting for the first time, we can guarantee you a value-packed conference of information exchange, networking and business opportunities. Read below for programme highlights:

- ➔ **Bigger FAPIA Lounge**  
Sponsored by **ISV**
- ➔ **Extended Publishers' Meeting**  
Sponsored by **Calligramme**
- ➔ **Member best practices**
- ➔ **Member panel debates**
- ➔ **Working groups**
- ➔ **Live FAPIA forums**
- ➔ **Special visit to Iz Ruk v Ruki operations**
- ➔ **Extended and more personalised Internet Cafe**
- ➔ **New networking opportunities**
- ➔ **Improved merchandising/paper display area**

THE HOST: *Iz Ruk v Ruki* Moscow have been members of FAPIA for 10 years. Currently one of FAPIA's largest members, *Iz Ruk v Ruki* Moscow publish around 35,000 ads per day, a total of 840,000 ads per month. They are looking forward to welcoming members, guests and industry suppliers to their city.

### Malta re-applies in Moscow

Maltese free ads paper, *Teledial*, are re-applying for full membership to FAPIA in Moscow after delaying their application earlier this year as a result of economic difficulties in Malta. Key information about this paper will be emailed to publishers shortly. Publishers will have 21 days in which to respond with any 'objective' objections. *Teledial* will present their paper to the membership during the Business Meeting in Moscow and a formality vote of acceptance will follow.



### Another new face at Head Office

Introducing Desi Boyd, FAPIA's new Administrator since August. Desi, who is originally from Chicago, USA, has worked in legal/IT-related positions both in the US and the UK. She is now in The Netherlands to study a five year law degree(!). In her capacity as FAPIA Administrator, Desi will be the main point of contact for FCP's (FAPIA Contact Persons) for the day-to-day running of the ad exchange. She will also conduct regular coupon checks and ad audits, monitor FAPCOM and system usage, provide technical support and helpdesk, and maintain FAPIA's growing database. Currently Desi works three days a week (Mon-Wed) and can be contacted at Email: [desi.boyd@fapia.nl](mailto:desi.boyd@fapia.nl); FAPMAIL: FADB.

Register Online  
[www.fapia.com](http://www.fapia.com)

### IMPORTANT NOTICES

**Visa:** Most people require a visa to enter Russia. The hotel has advised that FAPIA members apply for a tourist visa. Information required for this is included on the registration form. As soon as Head Office receives your registration, the information will be given to the hotel who will send a letter of invitation directly to you by fax (make sure you put the correct fax number on your form!). We still advise that you check with your local Russian Embassy for rules applying to your nationality.

**Transport:** We strongly recommend you arrange an airport transfer via the hotel (see registration form) as we cannot guarantee what price will be offered from taxis on the stand!

**Merchandise/paper display:** Please send your papers to Moscow for display (and you'll go into the draw for Best Cover 2002!). As there is more paperwork to complete for customs, be sure to allow plenty of time for delivery. Send all material to the hotel (details on FAPIA website) and mark it clearly for "FAPIA Conference".

**Weather:** It's not officially winter but it will be cold at the end of November in Moscow. Bring a warm coat, and some socks (for night!).

### MEMBERS CAN GROW AD EXCHANGE

**FAPIA members can apply to have a free ads paper in their publishing group take part in the FAPIA international ad exchange for as little as •1000. That's all it will cost to register your application!**

If you administer the new paper's ads through your existing FAPCOM installation then you can begin to benefit immediately from the opportunities of selling international ads in your new paper, and get paid-to-print revenue for ads you receive for publication in your new paper.

Currently participation in the ad exchange is restricted to traditional model free ads papers which publish a full range of classifications. Contact Head Office for more details and an application form. Email: [info@fapia.nl](mailto:info@fapia.nl).

### MEMBER NEWS

- ❑ **Loot, London** has moved to their new purpose-built offices in Wembley UK from their former old and cramped location in Kilburn. We hear it has state-of-the-art meeting room facilities!
- ❑ **Ad-Mag, Bombay** (India) are expelled from FAPIA, effective 1 August, due to non-payment of membership fees.
- ❑ **Brisbane Weekly Trader**, Australia has changed its name to *Queensland Buy & Sell*.
- ❑ **Annoncen Avis** and **Revier Markt**, Germany, have merged into one company which will trade under the name AVIS Verlag GmbH as from 1 September 2002.

## Headlines

❑ **Wife of former Apple UK and Scoot CEO Jon Molyneux, pleaded guilty to soliciting to murder her husband.**

Shelley Molyneux hired a hitman to kill Molyneux for his insurance money. Fortunately for him, the 'hitman' was an undercover journalist who told the police. At the time of the planned hit, Molyneux was the GBP175,000 a year chief executive of online directory Scoot. At its peak, his shareholding in the company was worth GBP 1m. Mrs. Molyneux will be sentenced in October.

Source: *The Register.co.uk*

❑ **Trader.com changes its name**

Trader.com is now **Trader Classified Media**. The new identity better reflects their core business as they deliver their services through multiple media channels and are more than a dotcom company.

❑ **British Telecom buys Scoot for GBP5m** after selling their online directory business, Yell, last year for GBP 2.1bn. Scoot had sold their European operation to Vivendi for just GBP1 in 2001. Scoot bought *Loot* in 2000 for GBP195m and sold to DMGT in 2001 for GBP45m.

❑ **No Advertising Recovery this year**

According to new projections by Zenith Optimedia Group, the global advertising market will remain shaky through year's end. Advertising is expected to decline 6.9% in Latin America, while European growth has been downgraded after tougher than expected first quarter results. In the US advertising is expected to decline 1.2% for the year.

❑ **Caradisiac goes to print**

French classified ads website for cars, Caradisiac, has entered into a partnership with two other parties to publish a weekly print magazine with the same name.

Ref: [www.europemedia.net](http://www.europemedia.net)

❑ **Car, Real Estate Classifieds grow**

Automotive and real estate classified advertising increased in the second quarter, while employment classifieds continued to lag, according to preliminary US figures from the Newspaper Association of America.

Auto ad spending rose 6.3% to \$1.2 billion while real estate ads jumped 6% to \$829 million. Recruitment advertising dropped 20.9% to \$1.1 billion while all other classified categories rose 2.7% to \$669 million. All classified categories combined dropped 4.1% to \$3.8 billion.

❑ **Taxis deliver TV News**

Global Vision Interactive has outfitted five New York City taxis with television sets as part of a pilot project. The company plans to install 350 additional sets within a year. The 12.1-inch touch-screens show news from NY1 and Fox News, a listings service, plus ads that run continuously. Six other companies are planning to install taxi televisions, hoping to gain a share of what is considered a multimillion-dollar advertising market.

Ref: *New York Metro* 16/09/02

❑ **Austrian national papers pool**

Austrian national newspapers pool to launch an online classified advertising site *derMarkt*: [www.dermarkt.at](http://www.dermarkt.at).





## INDUSTRY Events

### IFRAExpo 2002

With more than 200 exhibitors, IfraExpo promises to have almost every conceivable solution for publishing business success. <http://www.ifra.com>.  
Barcelona, Spain  
14-17 October 2002

### WAN 2002 Editor & Marketeer Conference & Expo

Annual event for newspaper editors and marketers to discuss ways to increase and maintain readership. <http://wan-press.org>.  
Barcelona, Spain  
21-22 November 2002

### 34th FAPIA General Meeting

Moscow, Russia. <http://www.fapia.com>.  
23-25 November 2002

### Interactive Newspapers Content Summit

Annual newspaper publishers meeting coordinated by Interactive Newspapers. <http://www.contentsummit.com>.  
Zurich, Switzerland  
16-17 January 2003

### 35th FAPIA General Meeting

Vienna, Austria. <http://www.fapia.com>.  
24-26 April 2003

### Interactive Media Conference & Tradeshow

Co-presented by Editor & Publisher and Mediaweek, this is the expanded version of E&P's Annual Interactive Newspapers Conference & Tradeshow. <http://editorandpublisher.com>  
San Diego, USA  
7-9 May 2003

Advertorial

## Key Issues

*Back to Basics. The 34th FAPIA General Meeting will focus on sound finances of classified ads papers, and will address the fundamental issues of cost-cutting and new revenue streams.*

### Cost-cutting

In a sluggish market, cost-cutting is often the best way to improve profits. Paper and printing rank high on the cost list. Therefore, using the right software to minimize the pagination of your publication will significantly improve your profits.

Selling color ads brings substantial revenue, but printing in color may easily incur too high a cost. Optimizing the color layout of your paper keeps your printing cost as low as possible.

Thanks to *Calligramme Ads* 'notorious speed, all these economies in production are achieved with the lowest labor cost in the industry.

### New Revenue Streams

Making the most out of your brand and publications to develop your revenue should be a permanent goal. Simple ideas can generate great results!

■ **Last minute ads** can be charged extra. The right production tool will let you accept ads up until 1 hour before the printhouse deadline....

■ **Niche Publications** are excellent opportunities for new revenues. With the right tool they can be developed fast and easy... why not test your market? *Calligramme Ads* enables you to cut costs drastically and facilitates the creation of new revenue streams. Ask *Calligramme* users among FAPIA!

## REVENUES UP 9% AFTER SALES BIKE RACE



*Den Bla Avis* instigated a bicycle race, named after the largest race in Denmark, Post Danmark Rundt, to motivate sales teams and enhance sales revenues.

Each sales team (Classifieds East, Display East, Online, Classifieds West & Display West) competed for two different coloured shirts over a two-week period: the yellow shirt was for the team which sold most over budget; the green shirt was for most new customers compared to the previous month. Small prizes were given to the winning teams each week for motivation.

At the end of the two weeks, the winning team of the yellow shirt for the whole period, each received a new bicycle. The individual sales person who sold the most over budget won a family weekend at a holiday center in Denmark.

Progress of each team was represented by reflectors shown on hanging bicycle wheels in the office.

And how did it affect sales? The combined result was 9% above target. The smallest team which won 'most over budget' were 14% above budget. For new customers, the winning team were 33% above target. This was an inexpensive way (most items were contra deals with customers) to motivate sales teams.

If you know or have experienced a good sales motivation idea we could include in the next Newsletter, please contact the editor: [M.Kilgour@fapia.nl](mailto:M.Kilgour@fapia.nl)

## TOP PICKS!

**FOR SALE:** antique desk suitable for lady with thick legs and large drawers.

Mixing bowl set designed to please a cook with round bottom for efficient beating.

Stock up and save. Limit: one.

Auto Repair Service. Free pick-up and delivery. Try us once, you'll never go anywhere again.

Illiterate? Write today for free help.

Man wanted to work in dynamite factory. Must be willing to travel.

We do not tear your clothing with machinery. We do it carefully by hand.

*This Newsletter is a members publication for FAPIA and is published four times a year.*

Free Ads Papers International Association

**Executive Director**  
Lucie Hime

**Editor**  
Maria Kilgour

**Address**  
Rokin 36/ii  
1012 KT  
Amsterdam  
The Netherlands

**Telephone**  
+31-20-6382336

**Fax**  
+31-20-6382371

**Email**  
[info@fapia.nl](mailto:info@fapia.nl)  
[www.fapia.com](http://www.fapia.com)

The publishers cannot accept responsibility for errors or omissions, however the utmost care is taken to ensure that information is accurate and up-to-date.

## PERSONAL COLUMN

### FCP CHANGES

- **Ad-Mag**, Newcastle - we say farewell to Rob Brown who is replaced by Steve Jessop (TNSJ) and Lisa Souley (TNLS).
- **Avizo**, Bratislava - welcome to new FCP Katarina Lipovska.
- **Bargain Pages**, Birmingham - Steven Wareing replaces Laura Turner.
- **Cambalache**, Cadiz - Jose Luis Rico Gomez (CCJL) is the new FCP in Cadiz.
- **Findling**, Saarland/Pfalz - Liliane Schütz is on maternity leave until January 2003. Saskia and Bianca will replace her during this time (using Liliane's user name FSLs).
- **Junk Mail**, Johannesburg - Anmari Kleynhans (JJAK) replaces Sean Brebnor as FCP.
- **Loot**, Manchester - Donna Cantello departs and Linda Lomax (LMLL) becomes our point of contact in Manchester.
- **Spermuell**, Heidelberg - Bärbel Haasler is working with Martina Weyand as the new FCP until 14 Nov., when Martina leaves Spermuell after 12 years to go to South Africa.
- **Via Via**, The Netherlands - it was only last issue that we introduced her, but Henriette Haettenbach has left and we welcome on board Esma Orhan (VAVA).

## FAPIA Committee Members

### Chairman

John Whelan, *Buy and Sell*, Dublin  
Email: [John.Whelehan@buyandsell.ie](mailto:John.Whelehan@buyandsell.ie)

### Treasurer

Dorthe Eren, *Den Blå Avis*, Copenhagen  
Email: [dorthe.eren@dba.dk](mailto:dorthe.eren@dba.dk)

### Secretary

Thomas Fock, *Zweite Hand*, Berlin  
Email: [fock@zweitehand.de](mailto:fock@zweitehand.de)

Gerald Coniel, *Junk Mail*, Johannesburg  
Email: [gerald@junkmail.co.za](mailto:gerald@junkmail.co.za)

Jack Humphreville, *Recycler*, LA  
Email: [jackh@targetmediapartners.com](mailto:jackh@targetmediapartners.com)

Sergey Pamukhin, *Iz Ruk v Ruki*, Moscow  
Email: [sp@rucom.ru](mailto:sp@rucom.ru)

Stefan Anderson, *Infosto*, Finland  
Email: [stefan.anderson@infosto.com](mailto:stefan.anderson@infosto.com)

The 36th FAPIA General Meeting takes place in Dublin, Ireland, November 2003. The host is Associated Newspapers Ireland which publish *Buy & Sell* in Ireland.  
Dates and venue to be confirmed.

FAPIA Newsletter Issue 99 is due out in December 2002.